

THE BUSINESS IMPROVEMENT DISTRICT COMMITTEE OF THE CITY OF CALEXICO MET IN SPECIAL SESSION ON THE 3RD DAY OF FEBRUARY 2010, AT 6:30 P.M. AT CALEXICO CITY COUNCIL CHAMBERS, 608 HEBER, CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR THE HOLDING OF SAID MEETING.

CALL TO ORDER

The meeting was called to order at 6:45 P.M. by Cristina Rocha and led those present in the pledge of allegiance.

ATTENDANCE

Committee members:

Cristina Rocha
David Ouzan absent
Eduardo Lopez
Maritza Hurtado
Morris Reisin

Rosalind Guerrero – Redevelopment & Economic Development Director
Victor Carrillo – City Manager
Julia Osuna – Housing Manager

GUESTS

Jimmie Jimenez, Clear Talk
Mauricio Calderon- Mc Marketing
Robert Gronich – Garlan's
Benjamin Horton – AMC
Jose Antonio Dominguez – Hecho/Opinion
Eric Weber - Televisa

APPROVAL OF AGENDA

Motion was made by Member E. Lopez seconded by Member M. Hurtado and passed unanimously to approve agenda as presented.

BUSINESS ITEMS

Strategic Event Planning 2010

Ms. R. Guerrero, Redevelopment and Economic Development Director explained the process of the strategic planning session. The following items were concluded:

1. Identify Stakeholders – Who is affected by the BID?

a. Customer	f. Mexicali
b. Mexicali pedestrians	g. Calexico residents
c. Merchants	h. City
d. Winter Visitors	i. Federal government
e. Property Owners – Direct and indirect	

2. BID value to attract businesses to participate

a. Advertising/promotion	d. Destination point
b. Advocacy	e. BID member rewards
c. Access to City programs and staff	f. Calendar of events

3. How to involve Emerson & Imperial Ave.

a. Need Representative
b. Communication with businesses
c. Hold an event – Car Show

4. Timeline/Calendar of events

a. Valentines	l. May 1 st , 5 th , 15 th
b. Easter	m. Christmas
c. Dia del Nino	n. Mexican Bicentennial(Sept. 16th
d. Mother's day	o. November 2nd
e. Father's day	p. Thanksgiving
f. Back to school	q. 4 th of July
g. Car Show	r. Farm worker appreciation
h. Mariachi festival (May)	
i. Benito Juarez	
j. Halloween	
k. Dia del Trabajo	

EVENT	ADVERTISING ONLY
Sidewalk Sales	
Car Show 4-17-10	
Halloween 10-31-10	
Christmas parade 12-11-10	

5. Advertising/Media to be used

a.. Flyers	e. Drawing/coupons/rewards
b. Digital- High Vision	f. CBID website
c. Mobile billboards	g. Twitter/ facebook
d. Blue tooth	

6. What would prevent the BID from having a successful year?

No discussion held

ADJOURNMENT

There being no further business, the meeting adjourned at 8:45 p.m.


Cristina Rocha